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PATENT
AUS920010188US1
(9000/31)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

MARIA A. HIMMEL, HERMAN RODRIGUEZ,
JAMES N. SMITH, JR., CLIFFORD J. SPINAC

Serial No.

Filed:

Title: METHOD AND SYSTEM FOR REQUEST BASED
ADVERTISING ON A MOBILE PHONE

Examiner:

Group Art Unit:

INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:


Pursuant to 37 C.F.R. §§ 1.56 and 1.97-1.98, Applicants would like to call the Examiner's attention to the references listed on the enclosed form PTO-1449. Copies of these references are also enclosed.

Applicants believe that none of the listed references, alone or in combination disclose or suggest Applicant's claimed invention.

MARCH 26, 2001

Respectfully submitted,

IBM CORPORATION
Intellectual Property Law Dept.
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Attorney for Applicants

FORM PTO-1449	SERIAL NO.	CASE NO. AUS920010188US1
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE	GROUP ART UNIT
(use several sheets if necessary)	APPLICANT(S): MARIA A. HIMMEL HERMAN RODRIGUEZ JAMES N. SMITH, JR. CLIFFORD J. SPINAC	

JC976 U.S. PTO
 09/821108
 03/29/01

REFERENCE DESIGNATION			U.S. PATENT DOCUMENTS			
EXAMINER INITIAL		DOCUMENT NUMBER	FILING DATE	NAME	CLASS/ SUBCLASS	FILING DATE

FOREIGN PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A1	An article entitled, "Ericsson Brings Ads To Mobile Phones", (Authors, Terho Uimonen, Jack Mccarthy, Info World, v22 n12, Dated March 20, 2000, pg. 54, COPYRIGHT 2000, InfoWorld Publishing Co.)
	A2	An article entitled "Demand For Mobile Moves Ever Upwards (International Telecommunication Union Report) (Industry Trend Or Event), (Author, Joanne Taaffe, CommunciationsWeek International, Dated October 4, 1999, pg.42, COPYRIGHT1999 EMAP Media Ltd.)
	A3	An article entitled, "The Push Phone", (Author, Sebastian Rupley, PC Magazine, Dated October 3, 2000, pg. 71, COPYRIGHT 2000, Ziff-Davis Publishing Company)

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.